



**Audit Bureau  
of Circulations**

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**AUDIT REPORT: Magazine**

LADIES' HOME JOURNAL  
New York, New York

CLASS, INDUSTRY OR FIELD SERVED: A woman's interest in her home, her family and the world around her.

**REPORT FOR 18 MONTHS ENDED JUNE 30, 1993:**

In accordance with Chapter B 3.5(b) of the Bureau's Rules averages shown in Par. 1 are for 12 months ended June 30, 1993 and for 6 months ended June 30, 1992.

**1. AVERAGE PAID CIRCULATION FOR 12 MONTHS ENDED JUNE 30, 1993:**

<b>Total Average Paid Circulation:</b>	<b>5,092,518</b>	
Advertising Rate Base:	5,000,000	
% Above/Below Rate Base (+/-)	1.9	
<b>Total Average Non-Analyzed Non-Paid Circulation:</b>	<b>174,289</b>	
		% of Total
Subscriptions: Individual	4,325,890	84.9
Single Copy Sales:	766,628	15.1
		<hr/> 100.0

**AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDED JUNE 30, 1992:**

<b>Total Average Paid Circulation:</b>	<b>4,986,408</b>	
Advertising Rate Base:	5,000,000	
% Above/Below Rate Base (+/-)	-0.3	
<b>Total Average Non-Analyzed Non-Paid Circulation:</b>	<b>264,878</b>	
		% of Total
Subscriptions: Individual	4,257,484	85.4
Single Copy Sales:	728,924	14.6
		<hr/> 100.0

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## 2. PAID CIRCULATION BY ISSUES:

1992 Issue	Subscriptions	Single Copy Sales	Total Paid	1993 Issue	Subscriptions	Single Copy Sales	Total Paid
Jan.	4,298,781	777,927	5,076,708	Jan.	4,361,245	704,689	5,065,934
Feb.	4,193,711	701,776	4,895,487	Feb.	4,435,727	749,296	5,185,023
Mar.	4,255,257	669,889	4,925,146	Mar.	4,346,660	828,761	5,175,421
Apr.	4,244,813	803,890	5,048,703	Apr.	4,324,335	745,581	5,069,916
May	4,253,602	749,837	5,003,439	May	4,453,687	793,841	5,247,528
June	4,298,740	670,226	4,968,966	June	4,469,269	767,374	5,236,643
July	4,221,087	793,431	5,014,518				
Aug.	4,261,142	628,514	4,889,656				
Sept.	4,274,544	710,782	4,985,326				
Oct.	4,253,808	788,949	5,042,757				
Nov.	4,249,864	777,897	5,027,761				
Dec.	4,259,316	910,418	5,169,734				

AVERAGE PAID CIRCULATION BY QUARTERS for the previous three years and period covered by this report:

Calendar Quarter Ended	1989	1990	1991	1992	1993
March 31		4,944,381	4,874,291	4,965,780	5,142,126
June 30		4,950,756	4,881,654	5,007,036	5,184,696
September 30	5,025,982	4,921,461	5,064,304	4,963,167	
December 31	5,040,806	4,985,810	4,971,632	5,080,084	

### AUDIT STATEMENT

The difference shown in average paid circulation in comparing this report with the Publisher's Statements for the period audited is 3,652 copies per issue deduction.

A Supplemental Data Report consisting of an analysis of circulation by counties for the February, 1993 issue was released December 22, 1993 for this publication. Data in that report have been verified as part of this audit.

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To Members of the Audit Bureau of Circulations:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examinations were made in accordance with the Bureau's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average paid circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average paid circulation.

December, 1994

**Audit Bureau of Circulations**

(Ladies' Home Journal, New York, NY, Page #4 - 04-0555-0 - #163177 - 715 - 349)

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